

1 **CLAIMS**

2

3 **1.** A method comprising:

4 receiving a request to display a program guide, wherein the request is

5 received by a client device;

6 identifying program schedule information;

7 the client device generating a scrolling program guide; and

8 communicating the scrolling program guide to a display device.

9

10 **2.** A method as recited in claim 1 further comprising pausing the

11 scrolling of the program guide in response to a user input.

12

13 **3.** A method as recited in claim 1 wherein receiving a request to display

14 a program guide is generated in response to activation of a guide button associated

15 with the client device.

16

17 **4.** A method as recited in claim 1 wherein receiving a request to display

18 a program guide is generated in response to tuning the client device to a channel

19 associated with the program guide.

20

21 **5.** A method as recited in claim 1 wherein receiving a request to display

22 a program guide is generated in response to tuning the client device to a virtual

23 channel.

24

25

1 6. A method as recited in claim 1 wherein the program guide includes:
2 program schedule information; and
3 additional information targeted to a user of the client device.

4
5 7. A method as recited in claim 6 wherein the additional information is
6 an advertisement.

7
8 8. A method as recited in claim 6 wherein the additional information is a
9 video-on-demand promotion.

10
11 9. A method as recited in claim 1 wherein the program guide includes:
12 program schedule information; and
13 background information received via a broadcast signal.

14
15 10. A method as recited in claim 1 further comprising receiving a
16 configuration file that defines operating parameters for the client device.

17
18 11. A method as recited in claim 1 wherein the client device is a set top
19 box.

20
21 12. One or more computer-readable memories containing a computer
22 program that is executable by a processor to perform the method recited in claim
23 1.

1 **13.** A method comprising:
2 receiving a request to display a program guide;
3 identifying program schedule information;
4 generating a program guide, wherein the program guide displays program
5 schedule information in a scrolling manner;
6 detecting a user input; and
7 if the user input is related to the program guide, changing operation of the
8 program guide to display program schedule information in an interactive manner.

9
10 **14.** A method as recited in claim 13 further comprising changing
11 operation of the program guide to display program information in a scrolling
12 manner after a predetermined time period without user input.

13
14 **15.** A method as recited in claim 13 wherein a portion of the program
15 guide includes an advertisement associated with a viewer of the program guide.

16
17 **16.** A method as recited in claim 13 wherein a portion of the program
18 guide includes a video preview associated with a viewer of the program guide.

19
20 **17.** A method as recited in claim 13 wherein the program guide is
21 generated by a set top box.

1 **18.** A method as recited in claim 13 wherein a first portion of the
2 program guide is generated by a set top box and a second portion of the program
3 guide is received via a broadcast signal.

4
5 **19.** A method as recited in claim 13 wherein the program guide
6 includes:

7 program schedule information generated by a set top box; and
8 additional information received via a broadcast signal.

9
10 **20.** A method as recited in claim 19 further comprising requesting the
11 additional information based on data associated with the user of the set top box.

12
13 **21.** One or more computer-readable memories containing a computer
14 program that is executable by a processor to perform the method recited in claim
15 13.

16
17 **22.** One or more computer-readable media having stored thereon a
18 computer program that, when executed by one or more processors, causes the one
19 or more processors to:

20 identify program schedule information;

21 identify information regarding a viewer;

22 select promotional content of interest to the viewer based on the
23 information regarding the viewer; and

1 generate a scrolling program guide, wherein the scrolling program guide
2 includes a first portion containing program schedule information and a second
3 portion containing promotional content of interest to the viewer.
4

5 **23.** One or more computer-readable media as recited in claim 22
6 wherein the one or more processors further pause scrolling of the program guide in
7 response to viewer input.
8

9 **24.** One or more computer-readable media as recited in claim 22
10 wherein the one or more processors further change an operating mode of the
11 program guide to an interactive mode in response to viewer input.
12

13 **25.** An apparatus comprising:
14 a memory device;
15 a processor coupled to the memory device, wherein the processor is
16 configured to receive program schedule information and to generate a scrolling
17 program guide containing the program schedule information, and wherein the
18 processor is further configured to communicate the scrolling program guide to a
19 display device.
20

21 **26.** An apparatus as recited in claim 25 wherein the program schedule
22 information is stored in the memory device.
23
24
25

1 **27.** An apparatus as recited in claim 25 wherein the program guide
2 further contains additional information received via a broadcast channel.

3
4 **28.** An apparatus as recited in claim 25 wherein the processor is further
5 configured to generate an interactive program guide containing the program
6 schedule information in response to a user input. .

7
8 **29.** An apparatus as recited in claim 25 wherein the apparatus is a set
9 top box.
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25